

WHAT IS CLAIMED IS:

1. A display device having purchased contents and unpurchased contents, further having a screen for displaying a user rack for presenting the purchased contents and a shop rack for presenting the unpurchased contents, provided with an input unit for accepting user operations on any of the contents on said user rack or said shop rack which is displayed, a rack function executing unit for processing any user operation accepted by said input unit, an account settlement managing unit for managing a purchase history and a return history, a rack display executing unit for displaying a screen of said shop rack and said user rack, and a content reproducing unit for reproducing contents.

2. The display device according to Claim 1, wherein said rack function executing unit, when it receives from said input unit a request for the purchase of one of the contents on said shop rack, records a purchase history in said account settlement managing unit.

3. The display device according to Claim 2, wherein said rack function executing unit determines whether or not to leave the purchase history in said account settlement managing unit according to whether or not the pertinent content is immediately available.

4. The display device according to Claim 2, wherein said rack function executing unit, if the content whose purchase has been requested is not immediately available, arranges the content on an ordered book shelf which is on said shop rack or said user rack.

5. The display device according to Claim 2, wherein said rack function executing unit, if the content whose purchase has been requested is immediately available, arranges the content on said user rack.

6. The display device according to Claim 1, wherein said rack function executing unit, when it has received from said input unit a demand to return one of the contents on said user rack, erases a purchase history of the pertinent content if the purchase history is present in said account settlement managing unit or, if no such purchase history is present, records a return history therein.

7. The display device according to Claim 6, wherein said rack function executing unit, in erasing the purchase history from said account settlement managing unit or recording the return history therein, determines from a return condition whether or not the pertinent content is returnable.

8. The display device according to Claim 7, wherein said return condition is a certain period of time after the purchase.

9. The display device according to Claim 7, wherein said return condition is a certain period of time after reproduction.

10. The display device according to Claim 7, wherein said return condition is a certain extent of reproduction done.

11. The display device according to Claim 1, wherein said rack display executing unit, responding to a request from said rack function executing unit for displaying summarized information of a content, displays summarized information of the content.

12. The display device according to Claim 11, wherein said

summarized information includes, where the content is an electronic book, any of the book's title, author's name, publisher, price, issue date and synopsis.

13. The display device according to Claim 1, wherein said content reproducing unit, responding to an instruction to preview or an instruction to reproduce the content from said rack function executing unit, executes reproduction processing.

14. The display device according to Claim 13, wherein said preview is, where the content is an electronic book, to automatically turn a page after presenting text of the book for a certain period per page.

15. A display device having purchased contents and unpurchased contents, further having a screen for displaying a user rack for presenting the purchased contents and a shop rack for presenting the unpurchased contents, provided with display means for displaying content covers summarizing the contents belonging to said user rack or said shop rack, wherein said display means display the user rack screen and the shop rack screen at the same time.

16. The display device having purchased contents and unpurchased contents, further having a screen for displaying a user rack for presenting the purchased contents and a shop rack for presenting the unpurchased contents according to Claim 15, further provided with input means for accepting a user operation done on a displayed screen, wherein said display means display, on a rack display screen where no user operation is done, a screen interlocked with information accepted by said

input means.

17. The display device according to Claim 16, wherein said display means display, interlocked with an instruction by said input means to select a content cover on the rack display screen, summarized information of the selected content on the rack display screen where the selected content cover is not displayed.

18. The display device according to Claim 16, wherein said display means automatically present, interlocked with an instruction by said input means to select a content on the display screen, a preview of the selected content on the screen where the selected content cover is not displayed.

19. The display device according to Claim 16, wherein, if content sets in which contents are grouped by category are present on said user rack or shop rack, said display means, interlocked with an instruction by said input means on shelf selection, automatically present content covers on the selected shelf while sliding them.

20. The display device according to Claim 15, wherein said display means, if contents on said user rack are periodicals, presents them on a periodical shelf on which they are grouped on the display screen displaying said user rack.

21. The display device according to Claim 15, wherein said display means, if contents belonging to said user rack or said shop rack are serial books on the display screen displaying said user rack or shop rack, present only the latest content cover.

22. The display device according to Claim 15, wherein said display means, if contents belonging to said user rack or said

shop rack are new arrivals, present their covers in an intermittently lit manner on the display screen displaying said user rack or shop rack.

23. The display device according to Claim 15, wherein said display means, if contents belonging to said shop rack are electronic books and new arrivals, present their front covers in presenting their covers on the display screen to display said shop rack.

24. The display device having purchased contents and unpurchased contents, further having a screen for displaying a user rack for the presenting purchased contents and a shop rack for presenting the unpurchased contents according to Claim 16, further provided with account settlement managing means for managing a purchase history and a return history, wherein said account settlement managing means instruct an operation to purchase the content on said shop rack accepted by said input means and manage recording of the purchase history and the return history according to an instruction to operate for a return of one of the contents on said user rack.

25. The display device according to Claim 24, wherein said display means, interlocked with a user instruction with said input means to operate a content purchase on the display screen of said shop rack, display on said user rack the cover of a content for which the purchase operation has been done.

26. The display device according to Claim 25, wherein said display means vary the screen to be displayed according to whether or not the content for which a user has done a purchase operation is available for immediate reproduction.

27. The display device according to Claim 25, wherein said display means, if the content for which the user has done a purchase operation is not available for immediate reproduction, display the content on an ordered book shelf which is grouped on the user rack or the shop rack.

28. The display device according to Claim 25, wherein said display means, when the user operates for a purchase, display a password input screen in order to determine whether or not to permit the purchase.

29. The display device for displaying information according to Claim 24, further provided with reproducing means for reproducing contents belonging to said user rack, said reproducing means responding to a user operation with said input means to purchase a content, and processing reproduction of the purchased content.

30. The display device according to Claim 29, wherein said reproducing means, in reproducing a content on said user rack, change a reproducing method if the content has not yet undergone account settlement, i.e. it is not recorded in an account settlement processing server for processing account settlement for the purchase history managed by said account settlement managing means.

31. The display device according to Claim 30, wherein said reproducing means, if the content is an electronic book, change a background of text in displaying it.

32. The display device according to Claim 25, wherein said display means, if the content on said ordered book shelf becomes reproducible, change the cover of said content in displaying

it.

33. The display device according to Claim 25, wherein said display means, if the content on said ordered book shelf is not yet introduced to the market, display its scheduled issue date on the cover of said content.

34. The display device according to Claim 25, wherein said display means, if the content on said ordered book shelf is not yet introduced to the market, display the number of days until its scheduled issue date on the cover of said content.

35. The display device according to Claim 25, wherein said display means display, interlocked with a user instruction with said input means to operate a content return on said user rack display screen, said user rack from which the cover of the returned cover is erased.

36. The display device according to Claim 24, wherein said input control unit, if a return condition is attached said purchased content, vary the display instructed to the display means according to a result of evaluation against the condition.

37. The display device having purchased contents and unpurchased contents, further having a screen for displaying a user rack for presenting the purchased contents and a shop rack for presenting the unpurchased contents according to Claim 29, further provided with utilization managing means for managing a state of utilization of contents on said user rack, wherein said utilization managing means manage information on utilization according to an instruction accepted by said input means to operate for reproduction of one of the contents on said user rack.

38. The display device according to Claim 37, wherein the information on utilization managed by said utilization managing means comprise the purchase day/hours, access start/end day/hours and a previous end point of the utilized content.

39. The display device according to Claim 15, wherein said display means, if the display of a content cover on said user rack or said shop rack indicates that the content is not reproducible by the display device, displays information indicating a location of the content.

40. The display device according to Claim 37, wherein said display means determines the state of utilization of contents on said user rack on the basis of the information on utilization managed by said utilization managing means, and changes each content cover according to the state of utilization.

41. The display device according to Claim 29, wherein said reproducing means process reproduction of the contents on said user rack in response to an instruction by said input means to operate reproduction of the contents on said user rack.

42. The display device according to Claim 41, wherein said display means display a password input screen for determination as to whether or not to permit reproduction in response to an instruction by said input means to operate reproduction of the contents on said user rack.

43. The display device according to Claim 16, wherein said display means, when one of the contents on said user rack or said shop rack has been selected by said input means, displays incidental information related to the content.

44. The display device according to Claim 43, wherein said



incidental information is new episode announcement information where the contents are part of a series.

45. The display device according to Claim 24, wherein said input means compute duration of an account remaining unsettled from the purchase history managed by said account settlement managing means and current time, instruct said display control unit to present information notifying a function stop if the account is found to have remained unsettled for a certain period of time or longer, and no longer accept any operational input from the user thereafter.

46. A service providing system for transmitting and receiving data over a transmission path, wherein a data transmitter of said service providing system has a shop function setting unit capable of setting such functions as a method of displaying information and the kind of service to be provided and a shop function executing unit for executing and processing a function set by said shop function setting unit; further a reception terminal for receiving data from said data transmitter has a service providing unit for executing a display or a function according to said received data; a service providing function setting unit capable of setting a function for providing a unique service at said reception terminal; a service providing function executing unit for executing and processing the function set by said service providing function setting unit; and a user data input/output unit for accepting input data from a user when said function is to be executed by said service providing function executing unit and transmitting and receiving data to be used for executing said function, and

said service providing unit being capable of providing service combining the function set in said shop function setting unit and the function set in said service providing function setting unit.

47. The service providing system for transmitting and receiving data over a transmission path according to Claim 46, wherein service is provided in said service providing unit of the reception terminal of said service providing system by displaying showcase racks of a retail store.

48. The service providing system for transmitting and receiving data over a transmission path according to Claim 46, wherein service is provided in said service providing unit of the reception terminal of said service providing system by not only displaying the showcase racks of the retail store but also enabling, as the user selects any of the products displayed on said showcase racks, detailed contents of said selected product to be displayed.

49. The service providing system for transmitting and receiving data over a transmission path according to Claim 46, wherein service is provided in said service providing unit of the reception terminal of said service providing system by not only displaying the showcase racks of the retail store but also enabling said showcase racks to be turned to display products as the user touches said showcase racks.

50. The service providing system for transmitting and receiving data over a transmission path according to Claim 46, wherein service is provided in said service providing unit of the reception terminal of said service providing system by

enabling display of products that have newly arrived to be stacked flat on the showcase racks of the retail store.

51. The service providing system for transmitting and receiving data over a transmission path according to Claim 46, wherein the showcase racks of the retail store and a user product shelf which is the user's own shelf are displayed, service of a data input by the user at said user data input/output unit to shift a product displayed on a showcase rack of the retail store to said user product shelf is provided in said service providing unit of the reception terminal of said service providing system.

52. The service providing system for transmitting and receiving data over a transmission path according to Claim 46, wherein service is provided in said service providing unit of the reception terminal of said service providing system, at the time of processing an account of a product purchase by the user's data input at said user data input/output unit, by displaying whether or not the account settlement has been completed on the screen by differentiation in color.

53. The service providing system for transmitting and receiving data over a transmission path according to Claim 46, wherein service is provided in said service providing unit of the reception terminal of said service providing system, at the time of processing the account of a product purchase by the user's data input at said user data input/output unit, by displaying a warning message if the account settlement is behind its deadline.

54. The service providing system for transmitting and

receiving data over a transmission path according to Claim 46, wherein service is provided in said service providing unit of the reception terminal of said service providing system, at the time of processing a product purchase by the user's data input at said user data input/output unit, by enabling an advance purchase order to be placed.

55. The service providing system for transmitting and receiving data over a transmission path according to Claim 46, wherein service is provided in said service providing unit of the reception terminal of said service providing system, at the time of processing a product purchase order by the user's data input at said user data input/output unit, by enabling the product ordered for purchase to be returned.

56. The service providing system for transmitting and receiving data over a transmission path according to Claim 46, wherein service is provided in said service providing unit of the reception terminal of said service providing system, at the time of processing accessing information on a product by the user's data input at said user data input/output unit, by displaying a location of data on the selected product.

57. The service providing system for transmitting and receiving data over a transmission path according to Claim 51, wherein service is provided in said service providing unit of the reception terminal of said service providing system, at the time of processing accessing information on a product by the user's data input at said user data input/output unit, by displaying an accessed state on said user product shelf.

58. The service providing system for transmitting and

receiving data over a transmission path according to Claim 51, wherein service is provided in said service providing unit of the reception terminal of said service providing system, at the time of processing accessing information on a product by the user's data input at said user data input/output unit, by displaying a password input to limit access to products on said user product shelf.

59. The service providing system for transmitting and receiving data over a transmission path according to Claim 46, wherein service is provided in said service providing unit of the reception terminal of said service providing system, at the time of processing accessing information on a product by the user's data input at said user data input/output unit, by enabling the user to input data by shaking said reception terminal and thereby to detect and display a page of data the user desires to access.

60. A service providing system for transmitting and receiving data over a transmission path wherein a data transmitter of said service providing system has a shop function setting unit for setting such functions as a method of displaying information and the kind of service to be provided and a shop function executing unit for executing and processing a function set by said shop function setting unit.

61. A service providing system for transmitting and receiving data over a transmission path wherein a reception terminal of said service providing system has a service providing unit for executing a display or a function corresponding to received data; a service providing function

setting unit capable to setting a function for providing unique service at said reception terminal; a service providing function executing unit for executing and processing the function set by said service providing function setting unit; and a user data input/output unit for accepting, when said function is executed by said service providing function executing unit, input data from a user and transmitting/receiving data for use in the execution of said function, wherein said service providing unit can provide service combining a function to set such functions as a method of displaying information and the kind of service to be provided and the function set in said service providing function setting unit.

62. The service providing system for transmitting and receiving data over a transmission path according to Claim 61, wherein service is provided in said service providing unit of the reception terminal of said service providing system by displaying showcase racks of a retail store.

63. The service providing system for transmitting and receiving data over a transmission path according to Claim 61, wherein service is provided in said service providing unit of the reception terminal of said service providing system by not only displaying the showcase racks of the retail store but also enabling, as the user selects any of the products displayed on said showcase racks, detailed contents of said selected product to be displayed.

64. The service providing system for transmitting and receiving data over a transmission path according to Claim 61,

wherein service is provided in said service providing unit of the reception terminal of said service providing system by not only displaying the showcase racks of the retail store but also enabling said showcase racks to be turned to display products as the user touches said showcase racks.

65. The service providing system for transmitting and receiving data over a transmission path according to Claim 61, wherein service is provided in said service providing unit of the reception terminal of said service providing system, at the time of processing accessing information on a product by the user's data input at said user data input/output unit, by enabling the user to input data by shaking said reception terminal and thereby to detect and display a page of data the user desires to access.

66. A service providing method for transmitting and receiving data over a transmission path, wherein a data transmitter in said service providing method has a step of making possible setting of such functions as a method of displaying information and the kind of service to be provided and a step of executing and processing said set function.

67. A service providing method for transmitting and receiving data over a transmission path, wherein a reception terminal in said service providing method has a step of executing a display or a function corresponding to received data; a step of making possible setting of a function for providing unique service at said reception terminal; a step of executing and processing said set function; a step of accepting input data from a user when said function is to be executed;

a step of transmitting/receiving data for use in the execution of said function; and a step of making possible provision of service combining a function to set such functions as a method of displaying information and the kind of service to be provided and said set function.

68. The service providing method for transmitting and receiving data over a transmission path according to Claim 67, further having a step of displaying showcase racks of a retail store and a step of providing service.

69. The service providing method for transmitting and receiving data over a transmission path according to Claim 67, further having a step of not only displaying the showcase racks of the retail store but also enabling the user to select any of the products displayed on said showcase racks, a step of displaying detailed contents of said selected product, and a step of providing service.

70. The service providing method for transmitting and receiving data over a transmission path according to Claim 67, further having a step of not only displaying the showcase racks of the retail store but also enabling said showcase racks to be turned to display products as the user touches said showcase racks, and a step of providing service.

71. A recording medium in which is recorded a service providing program for transmitting and receiving data over a transmission path, wherein a data transmitter in said service providing program has a step of making possible setting of such functions as a method of displaying information and the kind of service to be provided and a step of executing and processing



said set function.

72. A recording medium in which is recorded a service providing program for transmitting and receiving data over a transmission path, wherein a reception terminal in said service providing program has a step of executing a display or a function corresponding to received data; a step of making possible setting of a function for providing unique service at said reception terminal; a step of executing and processing said set function; a step of accepting input data from a user when said function is to be executed; a step of transmitting/receiving data for use in the execution of said function; and a step of making possible provision of service combining a function to set such functions as a method of displaying information and the kind of service to be provided and said set function.

73. The recording medium in which is recorded a service providing program for transmitting and receiving data over a transmission path according to Claim 72, further having a step of displaying showcase racks of a retail store and a step of providing service.

74. The recording medium in which is recorded a service providing program for transmitting and receiving data over a transmission path according to Claim 72, further having a step of not only displaying the showcase racks of the retail store but also enabling the user to select any of the products displayed on said showcase racks, a step of displaying detailed contents of said selected product, and a step of providing service.

75. The recording medium in which is recorded a service

providing program for transmitting and receiving data over a transmission path according to Claim 72, further having a step of not only displaying the showcase racks of the retail store but also enabling said showcase racks to be turned to display products as the user touches said showcase racks, and a step of providing service.

76. A service providing program for transmitting and receiving data over a transmission path, wherein a data transmitter in said service providing program causes a computer to execute a step of making possible setting of such functions as a method of displaying information and the kind of service to be provided and a step of executing and processing said set function.

77. A service providing program for transmitting and receiving data over a transmission path, wherein a reception terminal in said service providing program causes a computer to execute a step of executing a display or a function corresponding to received data; a step of making possible setting of a function for providing unique service at said reception terminal; a step of executing and processing said set function; a step of accepting input data from a user when said function is to be executed; a step of transmitting/receiving data for use in the execution of said function; and a step of making possible provision of service combining a function to set such functions as a method of displaying information and the kind of service to be provided and said set function.

78. The service providing program for transmitting and receiving data over a transmission path according to Claim 77,

to cause a computer to execute a step of displaying showcase racks of a retail store and a step of providing service.

79. The service providing program for transmitting and receiving data over a transmission path according to Claim 77, to cause a computer to execute a step of not only displaying the showcase racks of the retail store but also enabling the user to select any of the products displayed on said showcase racks, a step of displaying detailed contents of said selected product, and a step of providing service.

80. The service providing program for transmitting and receiving data over a transmission path according to Claim 77, to cause a computer to execute a step of not only displaying showcase racks of the retail store but also enabling said showcase racks to be turned to display products as the user touches said showcase racks, and a step of providing service.